

## Message Text

UNCLASSIFIED

PAGE 01 TEHRAN 02081 071424Z  
ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 USIA-15 /034 W  
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R 071255Z MAR 77  
FM AMEMBASSY TEHRAN  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1530  
USIA WASHDC

UNCLAS TEHRAN 2081

E.O. 11652: N/A  
TAGS: BEXP IR  
SUBJ: TEHRAN INTERNATIONAL TRADE FAIR

REF: STATE 47036

1. APPRECIATE REVIEW REFTEL.  
2. RE BUDGET SUGGESTIONS PARA 1, AGREE THAT 1,680 SQUARE METERS SOMEWHAT LARGER THAN NEEDED FOR 30 EXHIBITORS. HOWEVER, FAIR RESERVES PREMIUM PAVILIONS FOR SINGLE OCCUPANTS, AND USG WOULD LOSE HALL 5A IF WE NOT WILLING TO RENT ENTIRE BUILDING. ALTERNATIVE SITES, IF AVAILABLE AT THIS DATE, WOULD BE FAR LESS DESIRABLE AND WOULD INHIBIT RECRUITMENT. IN ADDITION, LARGER AREA ALLOWS FOR WIDER AISLES AND DEEPER BOOTHS WHICH PAST EXHIBIT DIRECTORS HAVE BELIEVED NECESSARY FOR CROWD ACCOMMODATION AND PROTECTION OF EXHIBITS. FURTHERMORE, IF LESS THAN WHOLE BUILDING OCCUPIED, SPACE RENTAL WOULD INCREASE 10 PERCENT PER SQUARE METER.

3. POST ACCEPTS SUGGESTION TO REDUCE DESIGN BUDGET TO \$500 BY UTILIZING MODIFIED VERSION OF 1976 FLOOR-PLAN. CONTRACT PERSONNEL BUDGET COULD THEN BE INCREASED TO \$14,500 WITHOUT CHANGING TOTAL COST ESTIMATE. THIS MODIFICATION UNFORTUNATELY WILL ELIMINATE POSSIBILITIES FOR DECORATION (SUCH AS FLAGS)  
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UNLESS EXHIBIT DIRECTOR CAN LOCATE FUNDS FROM ANOTHER CATEGORY AT LATER TIME.

4. DIRECTOR OF OPERATIONS FOR FREIGHT ESSENTIAL. EIGHTEEN OF 26 EXHIBITORS LAST YEAR IMPORTED DISPLAYS FROM US OR THIRD COUNTRIES. MAJORITY OF EXHIBITORS IN 1976 AND IN PREVIOUS YEARS WERE NOT LOCAL AGENTS BUT US BRANCH OFFICES. IN ADDITION, WE

USUALLY HAVE 2 OR MORE NTM'S, AND MANY LOCAL AGENT EXHIBITORS  
IMPORT ON TEMPORARY BASIS DISPLAYS AND EQUIPMENT TO SUPPLEMENT  
THEIR STOCK. FREIGHT  
SPECIALIST SHOULD ARRIVE MINIMUM 4 WEEKS PRIOR TO FAIR. FINAL  
REPORTS OF EXHIBIT DIRECTORS OF 1975 AND 1976 TITFS CONFIRM NEED  
FOR FREIGHT SPECIALIST.

5. WOULD APPRECIATE CONFIRMATION OF SUPPLEMENTAL \$8,000.  
IF USIA ABLE TO ASSIST WITH ANY DECORATION MATERIALS, THIS  
WOULD BE HELPFUL.  
MIKLOS

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NNN

## Message Attributes

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**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
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